

Nation's Golfers Spend Huge Sums for Equipment

JULY 4, 1963

THE TORRANCE HERALD

BY REYNOLDS KNIGHT
When golfer Julius Boros won the National Open tournament last week, his victory symbolized a trend that has major social—and business—significance. Julius was born to modest circumstances in a New England mill town; and just in his lifetime golf has become the sport of millions of other everyday Americans rather than a sport enjoyed only by the wealthy, as was once the case.

The dollars involved and the marketing efforts of companies making golf equipment have mounted to a sizeable scope. Sales of equipment alone now run close to \$140 million a year. More than six million persons play the game fairly regularly. And there's been a sharp upsurge in the number of lady golfers, who now number over one million.

Several sporting-goods companies are planning major efforts aimed at the distaff group with such products as woods having fashionable colors instead of ordinary brown. Also being readied for market: a line of clubs made entirely of nylon.

High personal incomes, increased leisure time, and a greater sports-consciousness on the part of the public are credited with making the golf boomlet a reality.

GAS AUTOMATION — Increased automation of all types of residential gas equipment will require gas appliance men to use more than 35,000,000 automatic controls, valves and regulators in producing the 9,500,000 kitchen, laundry and heating-cooling units they expect to ship this year.

According to the Gas Appliance Manufacturers Assn., a modern household equipped with all seven major uses of gas actually employs at least 48 automatic controls. Today's average gas furnace incorporates seven separate automatic features. Thirteen more "silent servants" are involved in modern gas range cookery, including time and temperature controls. In a gas refrigerator there are seven controls; six in a new automatic gas water heater, five in a unit of "direct" (room) heating equipment, eight in a gas clothes dryer, and two in a modern smokeless-odorless gas incinerator.

GAMA predicts that replacement of non-automatic appliances still in use in many U. S. homes will boost the annual production of automatic controls for gas equipment to more than 50,000,000 within five years.

Palos Verdes Gem Society Meets July 16

Members of the Palos Verdes Gem and Mineral Society will hold their regular monthly meeting at 8 p.m. Tuesday, July 16. The group will meet at the Retail Clerks Union Hall, 25949 Belle Porte Ave., Harbor City.

A program of slides prepared by the federation of clubs will be featured. The slides will take members on a tour of Arizona. Refreshments will be served.

Police Dept. Readies Book
Police Dept. officials have announced the publication of a handbook "Laws for Parents and Youth." The booklet was developed and prepared by the Juvenile Division in the interest of public information. Copies of the booklet may be obtained at the police station.

LESS WORRY—Retail store managers have their hands full these days, training help, handling paperwork, and keeping shoppers happy. So any technical development that saves them time while improving store operations is welcome news.

After two years of research, the nation's leading greeting card firm has come up with a new all-purpose display fixture for retailers that promise to do both — and increase sales as well.

A spokesman for Hallmark Cards, Inc., of Kansas City,

Mo., reports its "Flex-o-matic" fixture can be adapted quickly and easily to a wide variety of display combinations that offer maximum merchandise visibility in a minimum of floor space.

The basic tubular steel frame is fitted to interchange card racks, storage drawers, tilted shelves and counter tops. Thus, depending on the holiday season or other special event, greeting cards, note paper, boxed stationery, gift wrap and ribbon, and even party goods may be displayed in any chosen proportion.

THINGS TO COME—For the lover of home-cooked lobster dinners, a Massachusetts firm has developed a home lobster tank, styled to fit in with recreation-room decor and having its own package formula to let you keep the water properly for the occupants during their last hours. . . . A cosmetics firm will offer a waterproof skin lotion that is claimed to protect the most sensitive epidermis during sunbathing. . . . A milling company has begun marketing an "instant flour" that dispurses immediately in liquids needs no sifting, and

generally eases the housewife's baking chores.

BETTER BALANCE—U. S. milk production, which in recent years has kept climbing while per-capita use of milk failed to keep pace, registered an unexpected downturn in the opening months of 1963. Observers of the agricultural scene haven't yet singled out a basic cause for the decline. Total output in the first five months of this year was 54 billion pounds, down some 500 million pounds from the same year-ago period.

BITS O' BUSINESS—In line with general business expansion last year, some 490,000 new businesses opened their doors while 390,000 went out of business. . . . Another advertising agency is expected to join the trend among such businesses to sell their stock, or part of it, to the general public. . . . Tranquilizer pills appear to be well entrenched in the American way of life; one trade source estimates that eight per cent of all adults use them frequently, and total sales last year topped \$200 million.

3-THINGS

Are necessary for proper maintenance of your car . . .

1. PROPER EQUIPMENT
2. SKILLED MECHANICS
3. MOST IMPORTANT

The desire to do a craftsman's job. We have them all . . .

BACKLUND'S GARAGE

1959 TORRANCE BLVD. FA 8-5836

WE FEATURE MANNING'S BEEF

AT U.S.D.A. CHOICE BEEF PRICES!

YOU CAN SEE AND TASTE THE DIFFERENCE IN THIS FINEST OF PRIME STEERS

ROUND STEAK 69 <small>C lb</small>	BONELESS RUMP ROAST 98 <small>lb</small>	GROUND BEEF 3 <small>lb.</small> 1⁰⁰	MORRELL'S BOLOGNA 39 <small>C lb</small>	OSCAR MAYER WIENERS 49 <small>C lb</small>	BONE-IN RUMP ROAST 69 <small>C lb</small>
	SIRLOIN TIP STEAK 95 <small>lb</small>	CUBE STEAK 98 <small>lb</small>			

M.J.B.

COFFEE

LB. CAN **57** ¢

KRAFT'S MAYONNAISE
24-OZ. JAR

39

¢

FRESH GRADE AA FRYING CHICKENS

29

¢ lb

Cut-up . . . 33¢

REG. 69¢
DEL MONTE PINK

Salmon

NO. 1 TALL CAN **55** ¢

SPRINGFIELD RELISHES

HOT DOG, HAMBURGER or SWEET, 12-oz. **4** for **1⁰⁰**

LARGE GRADE AA EGGS

3

doz. **\$1**

FOREMOST

DI CARLO'S - REG. 27¢
SPRINGFIELD BREAD

3 for **69** ¢

PIK-NIK SHOESTRING POTATOES

10 Cans **\$1⁰⁰**

PRODUCE SPECIALS

FRESH **CORN** **5** ¢ Ear

CENTRAL AMERICAN **BANANAS** **2** lb. **25** ¢

GREEN ONIONS or RADISHES **5** ¢ BUNCH

WHITE ROSE **Potatoes** **10** lb. **29** ¢

BUTTER Grade AA **67** ¢ lb

BIG DIP 1/2-Gal. **49** ¢

ICE CREAM 1/2 Gallon Family Style **65** ¢

ICE CREAM 1/2 Gallon Premium **75** ¢

MARGARINE NUCOA

4 LB. PKGS. **1⁰⁰**

MOTHER'S COOKIES

Your Choice MARBLE ANGEL or WALNUT
REG. 49¢

39

¢

SHORTENING SPRY

3-LB. CAN **59** ¢

ALL YOUR PET DESIRES...

THIS WEEK'S SPECIAL!

ONE TABLET PET FOODS AND SUPPLIES **1/2** PRICE

H & H
PET & FEED STORE
2755 ARLINGTON
FA 8-1714
Open Fri. Eves. 'til 9 P.M.
Sundays, 12 - 6 P.M.

DETERGENT
PRICE INCLUDES 10¢ OFF

SALVO

GIANT SIZE **59** ¢

CHEESE SPREAD VELVEETA

2-LB. LOAF **69** ¢

SPRINGFIELD PORK & BEANS

10 No. 303 **\$1**

U.S. SAV

MART

234th and S. Western
TORRANCE — NEAR SEPULVEDA
OPEN DAILY 9 A.M. to 7 P.M. — FRIDAY 9 A.M. to 7 P.M.
SUNDAY 10 to 6
Specials for Thursday thru Sunday

LOW PRICES